

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1-22 (canceled)

1 Claim 23 (currently amended): A computer-implemented
2 method comprising:
3 a) accepting, by ~~[[with]]~~ a computer system
4 including at least one computer on a network, ad
5 information associated with an ad;
6 b) determining, by ~~[[with]]~~ the computer system, at
7 least one of (1) a candidate concept having an
8 associated value and (2) a candidate concept
9 indicator having an associated value using the
10 accepted ad information;
11 c) presenting, by ~~[[with]]~~ the computer system, the
12 determined at least one candidate concept and
13 candidate concept indicator to an advertiser;
14 d) determining, by ~~[[with]]~~ the computer system, a
15 concept representation ~~[[of the concept targeting~~
16 ~~information]]~~ for the ad using, at least, advertiser
17 feedback to the presented at least one candidate
18 concept and candidate concept indicator; ~~[[and]]~~
19 e) adjusting, by ~~[[with]]~~ the computer system, the
20 value associated with the at least one of (1) a
21 candidate concept and (2) a candidate concept
22 indicator using the accepted advertiser feedback;
23 and
24 f) using, by the computer system, the adjusted
25 value associated with the at least one of (1) a
26 candidate concept and (2) a candidate concept
27 indicator to control serving of the ad.

1 Claim 24 (currently amended): The computer-implemented
2 method of claim 23 further comprising:
3 [[f]]g) determining, by [[with]] the computer
4 system, at least one of (1) a further candidate
5 concept having an associated value and (2) a further
6 candidate concept indicator having an associated
7 value using advertiser feedback; and
8 [[g]]h) presenting, by [[with]] the computer
9 system, the determined at least one further
10 candidate concept and further candidate concept
11 indicator to the advertiser.

1 Claim 25 (previously presented): The
2 computer-implemented method of claim 23 wherein the
3 candidate concept indicator is a previously processed
4 search query to which the ad would have been relevant.

1 Claim 26 (currently amended): A computer-implemented
2 method comprising:
3 a) accepting, by [[with]] a computer system
4 including at least one computer on a network,
5 targeting criteria information associated with an
6 ad;
7 b) determining, by [[with]] the computer system, at
8 least one targeting concept having an associated
9 value using at least the accepted targeting criteria
10 information;
11 c) determining, by [[with]] the computer system, a
12 representation of the determined at least one
13 targeting concept;
14 d) associating, by [[with]] the computer system,
15 the determined representation with the ad;

16 e) adjusting, by ~~[[with]]~~ the computer system, the
17 value associated with the at least one targeting
18 concept using at least information from other ads
19 using the same or similar targeting criteria
20 information; ~~[[and]]~~
21 f) storing, by ~~[[with]]~~ the computer system, the
22 adjusted value in association with the at least one
23 targeting concept and in association with the ad;
24 and
25 g) using, by the computer system, the adjusted
26 value stored in association with the at least one
27 targeting concept and in association with the ad to
28 control serving of the ad.

Claim 27 (canceled)

1 Claim 28 (currently amended): A computer-implemented
2 method for determining concepts of a request, the method
3 comprising:
4 a) accepting, by ~~[[with]]~~ a computer system
5 including at least one computer on a network,
6 request information;
7 b) determining, by ~~[[with]]~~ the computer system, at
8 least one concept having an associated value using
9 the request information, the at least one concept
10 including context information, and wherein the value
11 associated with the concept is determined based on
12 the similarity between the determined concept and
13 the request information;
14 c) generating, by ~~[[with]]~~ the computer system, a
15 representation of the determined at least one
16 concept, wherein the value associated with the

17 determined at least one concept in the generated
18 representation is adjusted using performance
19 information of advertisements that have been served
20 pursuant to the concept; and
21 d) storing, by ~~[[with]]~~ the computer system, the
22 adjusted value in association with the at least one
23 concept.

1 Claim 29 (previously presented): The
2 computer-implemented method of claim 28 wherein the at
3 least one concept includes a "no concept" concept.

1 Claim 30 (previously presented): The
2 computer-implemented method of claim 28 wherein the
3 performance information is advertisement selection
4 information.

1 Claim 31 (previously presented): The
2 computer-implemented method of claim 28 wherein the
3 performance information is conversion information.

1 Claim 32 (currently amended): A computer-implemented
2 method for adjusting a value associated with a concept
3 relative to a request, the concept including context
4 information, wherein the value associated with the
5 concept is determined based on the similarity between the
6 determined concept and the request information, the
7 method comprising:
8 a) tracking, by ~~[[with]]~~ a computer system
9 including at least one computer on a network,
10 performance information of advertisements served
11 pursuant to the concept;

12 b) adjusting, by ~~[[with]]~~ the computer system, the
13 value associated with the concept relative to the
14 request using the tracked performance information;
15 and
16 c) storing, by ~~[[with]]~~ the computer system, the
17 adjusted value in association with the concept
18 relative to the request.

1 Claim 33 (previously presented): The
2 computer-implemented method of claim 32 wherein
3 adjusting the value associated with the concept relative
4 to the request includes increasing the value associated
5 with the concept relative to the request if the tracked
6 performance information is above a threshold performance
7 level.

1 Claim 34 (previously presented): The
2 computer-implemented method of claim 32 wherein adjusting
3 the value associated with the concept relative to the
4 request includes decreasing the value associated with the
5 concept relative to the request if the tracked
6 performance information is below a threshold performance
7 level.

1 Claim 35 (previously presented): The
2 computer-implemented method of claim 32 wherein adjusting
3 the value associated with the concept relative to the
4 request uses the tracked performance of the concept
5 relative to tracked performance of at least one other
6 concept.

1 Claim 36 (previously presented): The
2 computer-implemented method of claim 32 wherein the
3 performance information is advertisement selection
4 information.

1 Claim 37 (previously presented): The
2 computer-implemented method of claim 32 wherein the
3 performance information is conversion information.

Claims 38-59 (canceled)

1 Claim 60 (currently amended): Apparatus comprising:
2 at least one processor;
3 at least one communications interface; and
4 at least one storage device, the storage device
5 storing program instructions which, when executed by the
6 at least one processor, perform a method including:
7 a) accepting ad information;
8 b) determining at least one of (1) a candidate
9 concept having an associated value and (2) a
10 candidate concept indicator having an associated
11 value using the accepted ad information;
12 c) presenting the determined at least one candidate
13 concept and candidate concept indicator to an
14 advertiser;
15 d) determining a concept representation ~~[[of the~~
16 ~~concept-targeting information]]~~ for the ad using, at
17 least, advertiser feedback to the presented at least
18 one candidate concept and candidate concept
19 indicator; ~~[[and]]~~
20 e) adjusting the value associated with the at least
21 one of (1) a candidate concept and (2) a candidate

22 concept indicator using the accepted advertiser
23 feedback; and
24 f) using, by the computer system, the adjusted
25 value associated with the at least one of (1) a
26 candidate concept and (2) a candidate concept
27 indicator to control serving of the ad.

1 Claim 61 (currently amended): The apparatus of claim 60
2 wherein the stored program instructions which, when
3 executed by the at least one processor, perform a method
4 further including:
5 [[f]]g) determining at least one of (1) a further
6 candidate concept having an associated value and (2)
7 a further candidate concept indicator having an
8 associated value using advertiser feedback; and
9 [[g]]h) presenting the determined at least one
10 further candidate concept and further candidate
11 concept indicator to the advertiser.

1 Claim 62 (original): The apparatus of claim 60 wherein
2 the candidate concept indicator is a previously processed
3 search query to which the ad would have been relevant.

1 Claim 63 (currently amended): Apparatus comprising:
2 at least one processor;
3 at least one communications interface; and
4 at least one storage device, the storage device
5 storing program instructions which, when executed by the
6 at least one processor, perform a method including:
7 a) accepting targeting criteria information
8 associated with an ad;

9 b) determining at least one targeting concept
10 having an associated value using at least the
11 accepted targeting criteria information;
12 c) determining a representation of the determined
13 at least one targeting concept;
14 d) associating the determined representation with
15 the ad;
16 e) adjusting the value associated with the at least
17 one targeting concept using at least information
18 from other ads using the same or similar targeting
19 criteria information; ~~[[and]]~~
20 f) storing the adjusted value in association with
21 the at least one targeting concept and in
22 association with the ad; and
23 g) using the adjusted value stored in association
24 with the at least one targeting concept and in
25 association with the ad to control serving of the
26 ad.

Claim 64 (canceled)

1 Claim 65 (currently amended): Apparatus for determining
2 concepts of a request, the apparatus comprising:
3 at least one processor;
4 at least one communications interface; and
5 at least one storage device, the storage device
6 storing program instructions which, when executed by the
7 at least one processor, perform a method including:
8 a) accepting request information;
9 b) determining at least one concept having an
10 associated value using the request information, the
11 at least one concept including context information,

12 and wherein the value associated with the concept is
13 determined based on the similarity between the
14 determined concept and the request information;
15 c) generating a representation of the determined at
16 least one concept, wherein the value associated with
17 the determined at least one concept in the generated
18 representation is adjusted using performance
19 information of advertisements that have been served
20 pursuant to the concept; and
21 d) storing the adjusted value in association with
22 the at least one concept.

1 Claim 66 (original): The apparatus of claim 65 wherein
2 the at least one concept includes a "no concept" concept.

1 Claim 67 (original): The apparatus of claim 65 wherein
2 the performance information is advertisement selection
3 information.

1 Claim 68 (original): The apparatus of claim 65 wherein
2 the performance information is conversion information.

1 Claim 69 (currently amended): Apparatus for adjusting a
2 value associated with a concept relative to a request,
3 the concept including context information, wherein the
4 value associated with the concept is determined based on
5 the similarity between the determined concept and the
6 request information, the apparatus comprising:
7 at least one processor;
8 at least one communications interface; and

9 at least one storage device, the storage device
10 storing program instructions which, when executed by the
11 at least one processor, perform a method including:
12 a) tracking performance information of
13 advertisements served pursuant to the concept;
14 b) adjusting the value associated with the concept
15 relative to the request using the tracked
16 performance information; and
17 c) storing, with the computer system, the adjusted
18 value in association with the concept relative to
19 the request.

1 Claim 70 (previously presented): The apparatus of claim
2 69 wherein adjusting the value associated with the
3 concept relative to the request includes increasing the
4 value associated with the concept relative to the request
5 if the tracked performance information is above a
6 threshold performance level.

1 Claim 71 (previously presented): The apparatus of claim
2 69 wherein adjusting the value associated with the
3 concept relative to the request includes decreasing the
4 value associated with the concept relative to the request
5 if the tracked performance information is below a
6 threshold performance level.

1 Claim 72 (previously presented): The apparatus of claim
2 69 wherein adjusting the value associated with the
3 concept relative to the request uses the tracked
4 performance of the concept relative to tracked
5 performance of at least one other concept.

1 Claim 73 (original): The apparatus of claim 69 wherein
2 the performance information is advertisement selection
3 information.

1 Claim 74 (original): The method of claim 69 wherein the
2 performance information is conversion information.

1 Claim 75 (currently amended): The computer-implemented
2 method of claim 23 further comprising:
3 ~~[[~~g~~]]~~g) using the determined concept representation
4 ~~[[of the concept targeting information]]~~ for the ad
5 to determine a similarity of the ad to a request for
6 ads.

1 Claim 76 (currently amended): The computer-implemented
2 method of claim 23 wherein the concept representation
3 ~~[[of the concept targeting information]]~~ includes a
4 plurality of concepts, each having a value.

Claims 77 and 78 (canceled)

1 Claim 79 (currently amended): The computer-implemented
2 method of claim 28 further comprising:
3 e) using the adjusted value stored in association
4 with the at least one concept to control ~~[[the]]~~
5 serving of at least one ad.

1 Claim 80 (currently amended): The computer-implemented
2 method of claim 32 further comprising:
3 d) using the adjusted value stored in association
4 with the concept relative to the request to control
5 ~~[[the]]~~ serving of at least one ad.

1 Claim 81 (withdrawn - currently amended): The
2 computer-implemented method of claim ~~[[77]]~~ 23 wherein
3 controlling the serving of the at least one ad using the
4 adjusted value associated with the at least one of (1) a
5 candidate concept and (2) a candidate concept indicator
6 includes

7 1) determining at least one concept having an
8 associated value and being associated with a
9 request;

10 2) determining, for the ad, a similarity score
11 with the request using, at least, the at least
12 one of (1) a candidate concept and its
13 associated value and (2) a candidate concept
14 indicator and its associated value~~[[, and]]~~ in
15 combination with the at least one concept and
16 its associated value associated with the
17 request; and

18 3) ~~[[determining, for the ad, a similarity~~
19 ~~score using at least the determined similarity,~~
20 ~~and~~

21 ~~4)]]~~ determining whether and how to serve the
22 ad using at least the determined similarity
23 score.

1 Claim 82 (withdrawn - currently amended): The
2 computer-implemented method of claim 79 wherein
3 controlling the serving of the at least one ad using the
4 adjusted value stored in association with the concept
5 relative to the request includes

6 1) accepting a plurality of ads, each of the
7 ads having at least one associated targeting
8 concept having an associated value;

9 2) determining, for each of the plurality of
10 ads, a similarity score with the request using,
11 at least, the at least one targeting concept
12 and its associated value associated with the
13 ad[~~[, and]]~~ in combination with the at least
14 one concept and its associated value associated
15 with the request;
16 3) ~~[[determining, for the ad, a similarity~~
17 ~~score using at least the determined similarity,~~
18 ~~and~~
19 4)] determining whether and how to serve at
20 least one of the plurality of ads using at
21 least the determined similarity score.

1 Claim 83 (withdrawn - currently amended): The
2 computer-implemented method of claim 80 wherein
3 controlling the serving of the at least one ad using the
4 adjusted value stored in association with the concept
5 relative to the request includes

6 1) accepting a plurality of ads, each of the
7 ads having at least one associated targeting
8 concept having an associated value;
9 2) determining, for each of the plurality of
10 ads, a similarity score with the request using,
11 at least, the at least one targeting concept
12 and its associated value associated with the
13 ad[~~[, and]]~~ in combination with the concept
14 relative to the request and its associated
15 value;
16 3) ~~[[determining, for the ad, a similarity~~
17 ~~score using at least the determined similarity,~~
18 ~~and~~

19 4+]] determining whether and how to serve at
20 least one of the plurality of ads using at
21 least the determined similarity score.

1 Claim 84 (previously presented): The
2 computer-implemented method of claim 23
3 wherein the at least one of (1) a candidate concept
4 and (2) a candidate concept indicator is a representation
5 of meaning that is determined by analyzing a sequence of
6 at least one of (A) word searches and (B) user actions as
7 the result of word searches, and
8 wherein the at least one of (1) a candidate concept
9 and (2) a candidate concept indicator includes context
10 information.

1 Claim 85 (previously presented): The
2 computer-implemented method of claim 26 wherein the
3 targeting concept is a representation of meaning that is
4 determined by analyzing a sequence of at least one of (A)
5 word searches and (B) user actions as the result of word
6 searches and wherein the targeting concept include
7 context information.

1 Claim 86 (currently amended): The computer-implemented
2 method of claim 28 wherein the concept is a
3 representation of meaning that is determined by analyzing
4 a sequence of at least one of (A) word searches and (B)
5 user actions as the result of word searches ~~[[and wherein~~
6 ~~the concept include context information]]~~.

1 Claim 87 (currently amended): The computer-implemented
2 method of claim 32 wherein the concept is a

3 representation of meaning that is determined by analyzing
4 a sequence of at least one of (A) word searches and (B)
5 user actions as the result of word searches ~~[[and wherein~~
6 ~~the concept include context information]]~~.